

Rauwiloid[®]

A Dependable Antihypertensive

“...by far the most effective

and useful orally administered agent for reducing blood pressure . . . fully worthy of a trial in every case of essential hypertension in which treatment is thought necessary. The severe cases, which always need treatment, are as likely to respond as the mild.”¹

1. Locket, S.: Brit. M.J.
1:809 (Apr. 2) 1955.

An Effective Tranquilizer, too

“ . . . relief from anxiety resulted in generally increased intellectual and psychomotor efficiency with a few exceptions.”² Rauwiloid is outstanding for its *nonsoporific* sedative action in a long list of diseases burdened by psychic overlay.

2. Wright, W.T., Jr., et al.: J. Kansas
M. Soc. 57:410 (July) 1956.

Dosage: Merely two 2 mg. tablets at bedtime.
After full effect one tablet suffices.

A logical first step when more potent drugs are needed

Rauwiloid is recognized as basal medication in all grades and types of hypertension. In combination with more potent agents it proves synergistic or potentiating, making smaller dosage effective and freer from side actions.

Rauwiloid[®] + Veriloid[®]

In moderate to severe hypertension this single-tablet combination permits long-term therapy with dependably stable response. Each tablet contains 1 mg. Rauwiloid and 3 mg. Veriloid. Initial dose, 1 tablet t.i.d., p.c.

Rauwiloid[®] +

Hexamethonium

In severe, otherwise intractable hypertension this single-tablet combination provides smoother, less erratic response to hexamethonium. Each tablet contains 1 mg. Rauwiloid and 250 mg. hexamethonium chloride dihydrate. Initial dose, ½ tablet q.i.d.

Riker LOS ANGELES



FOR ALLERGIES AT THEIR WORST....

Meti-steroid benefits are potentiated in

METRETON

METI-STEROID—ANTIHISTAMINE COMPOUND

TABLETS with stress-supportive vitamin C

NASAL SPRAY prompt nasal comfort without jitters or rebound

especially for resistant and year-round allergies

Because edema is unlikely with the tablets and sympathomimetic effects are absent with the spray, METRETON Tablets and Nasal Spray afford enhanced antiallergic protection in vasomotor rhinitis and all hard-to-treat allergic disorders—even for cardiac, hypertensive, nephritic and cirrhotic patients.

COMPOSITION AND PACKAGING: Each METRETON Tablet contains 2.5 mg. prednisone, 2 mg. chlorprophenpyridamine maleate and 75 mg. ascorbic acid. Bottles of 30 and 100.

Each cc. of METRETON Nasal Spray contains 2 mg. (0.2%) prednisolone acetate and 3 mg. (0.3%) chlorprophenpyridamine gluconate in a nonirritating isotonic vehicle. 15 cc. plastic "squeeze" bottle.

METRETON,® brand of corticoid-antihistamine compound.

MT-J-237

Schering

'Roche' announces...

Gantrimycin

GANTRISIN PLUS OLEANDOMYCIN

Here is antibacterial cross fire to check many systemic and local infections. Gantrimycin combines the modern, broad-spectrum sulfonamide, Gantrisin, with the new and dramatic antibiotic, oleandomycin.

Gantrimycin is effective against both gram-positive and gram-negative organisms. Of special significance . . . its antibacterial spectrum includes staphylococci which display increasing resistance to penicillin and most other antibiotics . . . a timely and well calculated approach to the mounting problem of drug resistant pathogens. Gantrimycin is well tolerated with little evidence of cross resistance with most other antibiotics.

Each Gantrimycin tablet contains 333 mg Gantrisin and 75 mg oleandomycin (in the form of the phosphate salt); supplied in bottles of 50.



HOFFMANN - LA ROCHE INC • NUTLEY • N. J.

Gantrisin®—brand of sulfisoxazole

Gantrimycin™.

among nonhormonal antiarthritics...
unexcelled in
therapeutic potency

BUTAZOLIDIN[®] (phenylbutazone GEIGY)

In the nonhormonal treatment of arthritis and allied disorders no agent surpasses BUTAZOLIDIN in potency of action.

Its well-established advantages include remarkably prompt action, broad scope of usefulness, and no tendency to development of drug tolerance. Being nonhormonal, BUTAZOLIDIN causes no upset of normal endocrine balance.

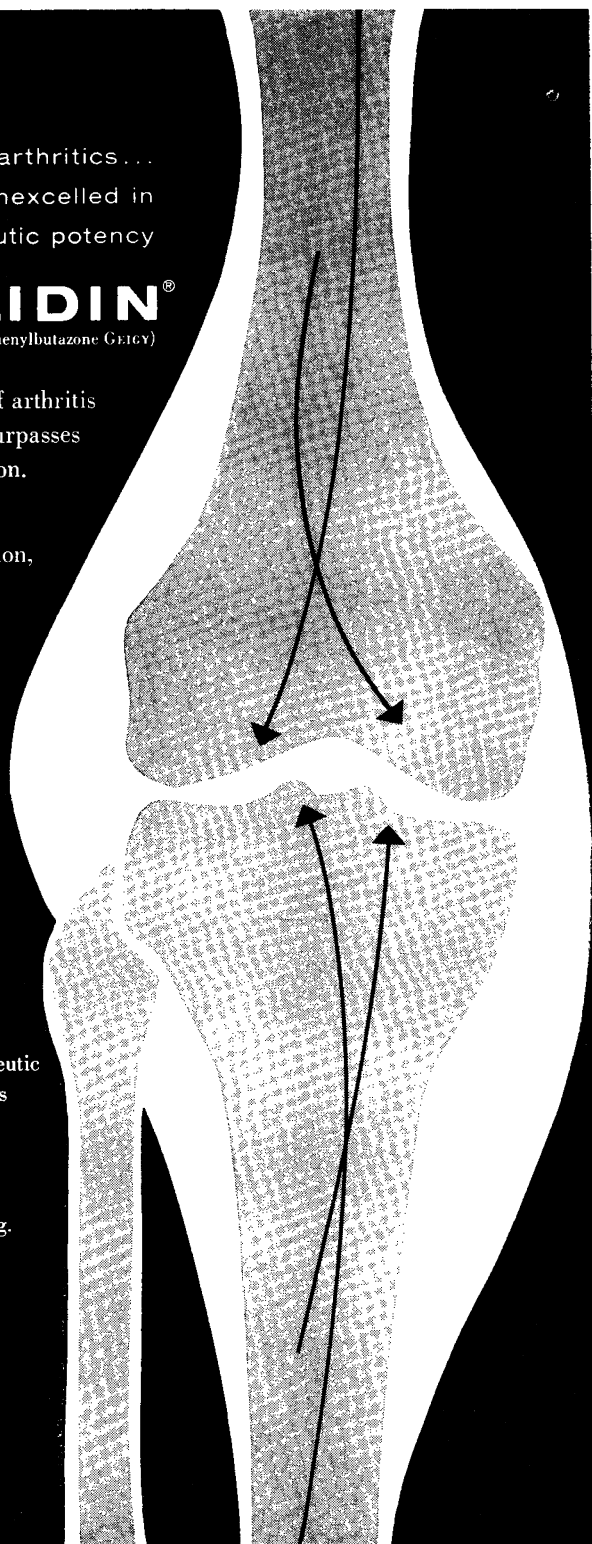
BUTAZOLIDIN relieves pain,
improves function,
resolves inflammation in:
Gouty Arthritis
Rheumatoid Arthritis
Rheumatoid Spondylitis
Painful Shoulder Syndrome

BUTAZOLIDIN being a potent therapeutic agent, physicians unfamiliar with its use are urged to send for detailed literature before instituting therapy.

BUTAZOLIDIN[®] (phenylbutazone GEIGY). Red coated tablets of 100 mg.

GEIGY

Ardsley, New York



new extensive studies¹ show at least

7 advantages

"over other accepted

local applications"

in treating wounds and burns

DESITIN[®] OINTMENT



tubes of 1 oz.,
2 oz., 4 oz., and
1 lb. jars.

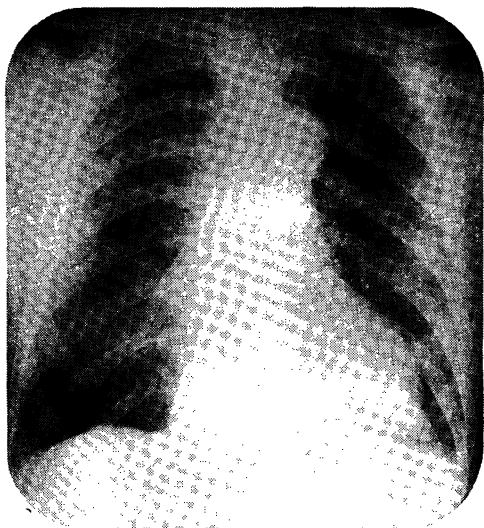
1. helps achieve "early, clean and healthy healing".
2. serves to protect the wound from mechanical and chemical injury, and from bacterial contamination.
3. helps check infection.
4. "there is no need to sterilize" Desitin Ointment.
5. vitamins A and D plus unsaturated fatty acids of cod liver oil ointment stimulate healthy granulation.
6. it is bland, soothing, non-irritating.
7. healing time shortened, nursing care facilitated.



samples and new reprint¹ upon request

DESITIN CHEMICAL COMPANY
812 Branch Ave., Providence 4, R. I.

1. Grayzel, H. G., and Schapiro, S.: Western J. Surg., Obstet. & Gynec., Oct. 1956.



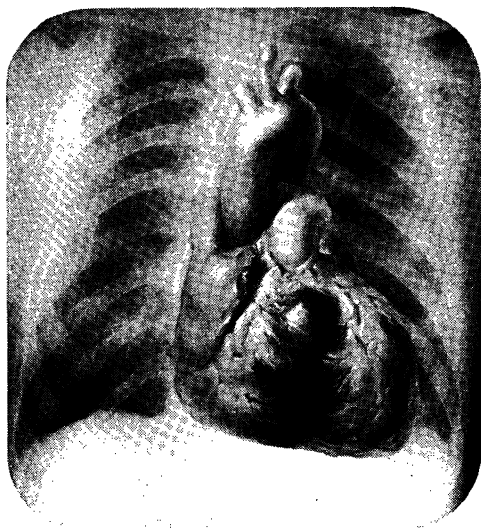
**VISUAL HEART CLINIC—ONE OF A SERIES
ARTERIOSCLEROTIC HEART DISEASE**

ROENTGEN CONFIGURATION

Postero-anterior position

Moderate left ventricular enlargement with prominence and calcification of aortic knob.

*Taken from White Laboratories' Technical Exhibit,
American Medical Association, 105th Annual Meeting,
Chicago, June 11-15, 1956.*



“Safe and effective maintenance therapy with digitalis glycosides had been a problem at our institution until we used gitalin [GITALIGIN]...”*

- *Safest—the only cardioactive glycoside whose therapeutic dose is $\frac{1}{3}$ its toxic dose.*
- *Moderate rate of elimination.*
- *Short latent period.*
- *Uniform clinical potency.*

Patients now on other cardiotonics may be easily maintained on Gitaligin: 0.5 mg. of Gitaligin is approximately equivalent to 0.1 Gm. digitalis leaf, 0.1 mg. digitoxin, 0.5 mg. digoxin.

GITALIGIN TABLETS—Bottles of 30, 100 and 1000.

GITALIGIN DROPS—30 cc. bottles with dropper calibrated for 0.05, 0.1, 0.2, 0.3, 0.4 and 0.5 mg.

now available

GITALIGIN INJECTION—5 cc. ampuls containing 2.5 mg. (0.5 mg. per cc.) of Gitaligin. Packages of 3 and 12 ampuls.

*HARRIS, R., AND DEL GIACCO, R. R.: AM HEART J. (AUG.) 1956, BIBLIOGRAPHY ON REQUEST

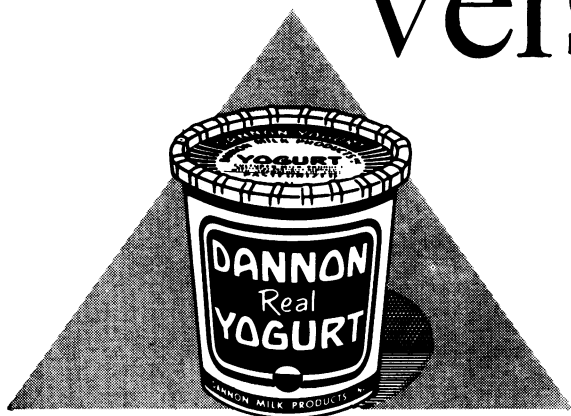


GITALIGIN®

(WHITE'S BRAND OF AMORPHOUS GITALIN)

White Laboratories, Inc. • Kenilworth, New Jersey

versatility



Either as food or as medicine, more physicians are finding wider application of DANNON® YOGURT in their daily practice... it fits into practically any regimen.

nutritionally... • Dannon Yogurt

provides a delicious, palatable source of protein-mineral supply; it is low in calories (50% butter fat removed), a natural, good-tasting food supplement, smooth as custard, in several palate-tested flavors... plain, orange, strawberry, vanilla and prune whip. Simply excellent for all ages.

medicinally... • Dannon Yogurt is a

valuable, physiological adjunct in the treatment of gastrointestinal dysfunction, diarrhea, autointoxication, flatulence, obesity, in the correction of faulty eating habits. In chronic constipation, Dannon Prune Whip Yogurt has been found 95% effective when taken every night before bedtime for three weeks*.

try it, doctor... • either on several

hard-to-manage patients, or in your own home. We should be pleased to send a supply of introductory coupons to you and to any patients you may designate.

*Ferrer, F. P., and Boyd, L. J.: Am. J. Dig. Dis., 22:272, 1955
Write for reprints

DANNON MILK PRODUCTS INC., 22-11 38th AVENUE, LONG ISLAND CITY, 1 N. Y.

relaxes
both mind
and
muscle

***for anxiety
and tension in
everyday practice***

- nonaddictive, relatively nontoxic, well tolerated
- well suited for prolonged therapy
- no blood dyscrasias, liver toxicity, Parkinson-like syndrome or nasal stuffiness
- chemically unrelated to phenothiazine compounds and rauwolfia derivatives
- orally effective within 30 minutes for a period of 6 hours

For treatment of **anxiety and tension states and muscle spasm**

Miltown®

2-methyl-2-n-propyl-1,3-propanediol dicarbamate—U.S. Patent 2,724,720

Tranquilizer with muscle-relaxant action

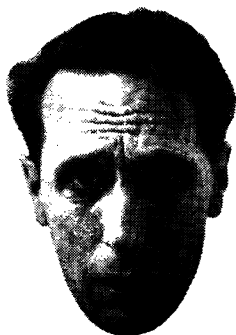
 **WALLACE LABORATORIES**
New Brunswick, N. J.

SUPPLIED: 400 mg. scored tablets (Bottles of 50 tablets)
Usual Dosage: 1 or 2 tablets i.i.d.

Literature and samples available on request



prompt, prolonged relief for both



Peptic Ulcer



Hyperacidity

Kolantyl

Kolantyl provides four beneficial actions that relieve pain and correct a range of gastric disorders characterized by spasm and low pH.

1. Acid neutralization; 2. Relief of spasm and hypermotility by musculotropic and neurotropic inhibition;
3. Inactivation of pepsin and lysozyme; 4. Formation of a protective demulcent.

Rx Information

Kolantyl

Gel and Tablets

Action:

Two-way spasmolysis . . . Spasm is relieved and gastric hypermotility is checked by the musculotropic and neurotropic effects of *Bentyl**—more effective than atropine, without the usual side effects.¹

*Rapid, Prolonged Antacid Effects*²
Balanced antacids act swiftly . . . do not cause laxation or constipation.

*Demulcent Protection*³ . . . Normal tissue is safeguarded, and physio-

logic repair of damaged areas is enhanced.

*Anti-enzyme Action*⁴ . . . Necrotic effects of pepsin and lysozyme are effectively curbed.

Composition:

Each 10 cc. (2 teaspoonfuls) of Kolantyl Gel or each Kolantyl Tablet contains:

Bentyl (dicyclomine)	
Hydrochloride	5 mg.
Aluminum Hydroxide Gel	400 mg.
Magnesium Oxide	200 mg.
Sodium Lauryl Sulfate	25 mg.
Methylcellulose	100 mg.

Dosage:

Gel—2 to 4 teaspoonfuls every three to four hours, or as needed.

Tablets—2 tablets (chewed for more rapid action) every three hours, or as needed.

Supplied:

Gel—12 oz. bottles. *Tablets*—bottles of 100 and 1,000.

*Merrell's distinctive antispasmodic that provides direct, fast relief of G. I. spasm and pain.

1. McHardy, G., and Browne, D.: *South. M. J.* 45:1139, 1952. 2. Hufford, A. R.: *Rev. Gastroenterol.* 18:588, 1951. 3. Johnston, R. L.: *J. Indiana St. M. A.* 46:869, 1953. 4. Miller, B. N.: *J. South Carolina M. A.* 48:245, 1952.

THE WM. S. MERRELL COMPANY
New York • CINCINNATI • St. Thomas, Ontario



Pioneer in Medicine for Over 125 Years

ORTHO'S
MOST SPERMICIDAL CONTRACEPTIVE



maximum concentration of a new,
most potent, well tolerated spermicide
effective and acceptable

"In our opinion, the new contraceptive cream [DELFIN vaginal cream], when used alone, is highly spermicidal, and a satisfactory method of conception control. Its relative simplicity makes it very acceptable to the patient."



when
you
prescribe

CARBRITAL[®]

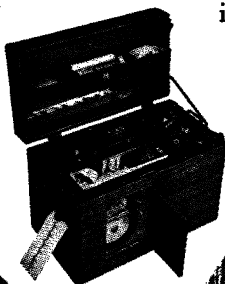
Pentobarbital sodium and Carbromal. In Kapseal[®] and Elixir form.

you
prescribe
sleep

PARKE, DAVIS & COMPANY • DETROIT 32, MICHIGAN

There are many short periods of time which, if measured correctly, are considered valuable diagnostic durations — such as the P-R interval in ECG interpretation, and the minutes during which a patient consumes oxygen in a BMR test. If the readings related to these measurements are to be used with complete confidence, it is wise to consider another important measure of time — and that is the *background* of the instruments which produced them.

*Sanborn
Viso-Cardiette*

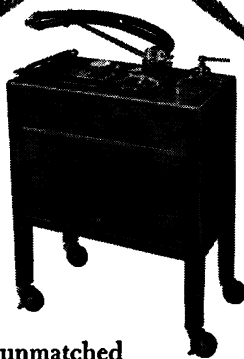


The
TIME

TESTED
diagnostic team

No one understands better than a physician that it takes time to become suitably proficient in a chosen work. The unmatched background of knowledge and experience making possible such fine instruments as the Viso-Cardiette and Metabulator did not come about overnight, and is the result of almost 40 years of successful medical instrument development. Such a background assures you that it is safer to select Sanborn.

*Sanborn
Metabulator*



SANBORN COMPANY, WALTHAM 54, MASSACHUSETTS

New York Branch Office 1860 Broadway, Circle 7-5794 and 7-5795



when infection strikes the respiratory tract . . .

ILOTYCIN

(Erythromycin, Lilly)

provides singularly effective antibiotic therapy, because

*The usual adult dose is
250 mg. every six hours.*

*Available in specially
coated tablets, pediatric
suspension, drops, oint-
ments, and I.V. ampoules.*

- Virtually all gram-positive organisms are inherently sensitive
- Allergic reactions following systemic therapy are rare
- Bactericidal action kills susceptible organisms
- Normal bacterial flora of the intestine is not appreciably disturbed

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ELI LILLY AND COMPANY • INDIANAPOLIS 6, INDIANA, U. S. A.



“Simple vomiting of pregnancy occurs in about 50 per cent of all pregnant women.

“... the patients who vomit upon the change of position respond well to Dramamine when given in doses of 50 mg. three times daily.”

Slovin, I.:
The Early Toxemias
of Pregnancy,
Delaware State
M. J. 25:48 (Feb.) 1953.

Dramamine®

Brand of Dimenhydrinate

SEARLE

no there's
substitute
for
standardized
testing

color-calibrated

CLINITEST[®]

BRAND

the urine-sugar test with the color scale that never varies

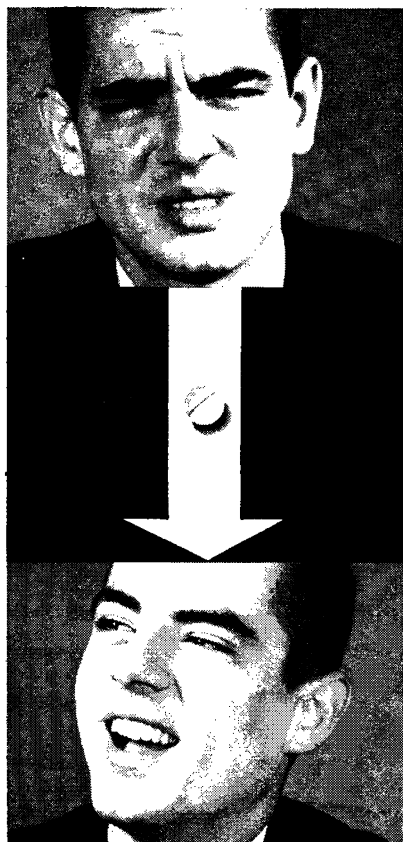
- **full color calibration**—standard blue-to-orange color scale does not omit the critical readings: $\frac{3}{4}\%$ (++) ; 1% (+++).
- **easy-to-read colors**—sharp distinctions give reliable readings, dependable reports.
- **uniformly reliable**—results you can trust, reports you can rely on.



AMES COMPANY, INC • ELKHART, INDIANA

Ames Company of Canada, Ltd., Toronto

22457



Cantil for the colon

ulcerative colitis • irritable colon • mucous colitis • spastic colitis • diverticulitis, diverticulosis • rectospasm • diarrhea following G.I. surgery • bacillary and parasitic disorders

EFFECTIVE

relieves pain, cramps, diarrhea
helps restore normal tone and motility

SELECTIVE

avoids widespread autonomic disturbance
unusually free of "antispasmodic" side effects,
urinary retention

HOW CANTIL IS PRESCRIBED

One or two tablets three times a day preferably with meals and one or two tablets at bedtime.

CANTIL—TWO FORMS

CANTIL (plain)—25 mg. of CANTIL in each scored tablet—bottles of 100.

CANTIL with Phenobarbital—25 mg. of CANTIL and 16 mg. of phenobarbital (Warning: May be habit forming.) in each scored tablet—bottles of 100.

CANTIL is the only brand of N-methyl-3-piperidyl-diphenylglycolate methobromide.

*For more detailed information, request Brochure No. NDA 16,
Lakeside Laboratories, Milwaukee 1, Wisconsin.*

 **LAKESIDE**

more than 8,823,769 prescriptions*

attest the effectiveness of

Veratrite®

- lowers blood pressure gradually
- provides a sense of well-being
- negligible, if any, side effects

**NOW CONTAINS
CRYPTENAMINE**

Years of practice experience and constant research improvement make Veratrite the drug of seasoned judgment in the management of hypertension. Veratrite now contains cryptenamine — a newly isolated alkaloid fraction — which produces sustained falls in blood pressure with unmatched safety. The formulation combines central acting and local acting agents to combat vasospasm.

*The number of patients treated successfully with these prescriptions would fill Yankee Stadium 131 times.

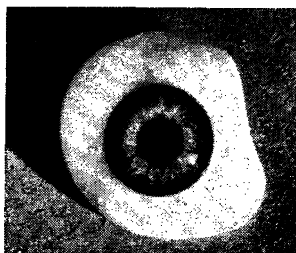
Each Veratrite tabule contains:

Cryptenamine
(Tannates)..... 40 C.S.R.† Units
Sodium Nitrite..... 1 gr.
Phenobarbital..... ¼ gr.
†Carotid Sinus Reflex

For prescription economy prescribe in 100's.

To serve your patients today—call your pharmacist for any additional information you may need to help you prescribe Veratrite.

IRWIN, NEISLER & CO. • DECATUR, ILLINOIS



**Satisfaction
Guaranteed**

**Specialists in Plastic and Glass
Artificial Human Eyes Exclusively**

REFERRED CASES CAREFULLY ATTENDED

FRIED & KOHLER, Inc.

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THIASTIGMINE®

EFFECTIVE THERAPY FOR PROMPT RELIEF IN THE
TREATMENT OF

- NEURITIS
- NEURALGIAS
- HERPES ZOSTER • • • • •

For Intramuscular Use

CONTAINS

Thiamine Hydrochloride—0.100
Atropine Sulfate—0.0002
Neostigmine Methylsulfate—0.0005
in a Stabilized Aqueous solution

SUPPLIED

KIRK No. 339 10 cc. multiple dose
rubber capped vial.
KIRK No. 347 1 cc. ampul in boxes
of 12 and 25.

**C. F. KIRK
LABORATORIES
NEW YORK 11, N. Y.**

SERENITY
SEDATION
PLACIDITY
CALMNESS
RELAXATION
COMPOSURE
EQUANIMITY
TRANQUILLITY

Reserpine WITH Mebaral[®]

Each tablet contains:

RESERPINE 0.15 mg. for hypothalamic action
MEBARAL 30 mg. for cortical action

For:

Anxiety and tension states
Premenstrual tension
Menopausal syndrome
Essential hypertension
Angina pectoris

DOSE: 1 tablet 3 times daily.
SUPPLIED: Bottles of 100 tablets.

Winthrop

LABORATORIES • NEW YORK 18, N. Y.

*announcing . . .
chemically conditioned*

ACHROMY

Tetracycline Buffered with Sodium Metaphosphate



chemically conditioned for

- GREATER ANTIBIOTIC ABSORPTION
- HIGHER BLOOD LEVELS
- FASTER BROAD-SPECTRUM ACTION

CIN* V

ACHROMYCIN v combines the well-known antibiotic, tetracycline, with metaphosphate to provide greater and more rapid absorption of the antibiotic in the intestinal tract. This increased absorption is evidenced by significantly higher blood levels and by an increase in the excretion of the ingested drug in the urine. It is thought that this beneficial absorption is brought about by the chelating effect of the metaphosphate in the intestinal tract.

The chemical structure of ACHROMYCIN remains unaltered. However, its tetracycline action is intensified. Chemically conditioned with metaphosphate, ACHROMYCIN v offers increased clinical efficiency.

ACHROMYCIN v is indicated in all conditions indicated for ACHROMYCIN Tetracycline, and the recommended dose remains the same—one gram per day for the average adult.

ACHROMYCIN v places a newer, more effective therapeutic agent in the hands of the physician.

Available: Bottles of 16 and 100 capsules.

Each capsule (pink) contains:

Tetracycline equivalent to

tetracycline HCl 250 mg.

Sodium metaphosphate 380 mg.

Dosage: 6-7 mg. per lb. of body weight per day for adults and children.

in very special cases
a very superior brandy...
specify

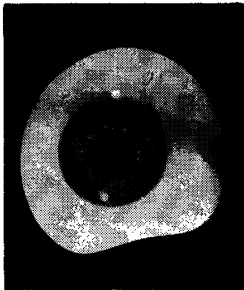
★★★
HENNESSY

COGNAC BRANDY

84 Proof | Schieffelin & Co., New York



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OVER A CENTURY OF SERVICE • 1851-1957

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**EVERY WOMAN
WHO SUFFERS
IN THE
MENOPAUSE
DESERVES
"PREMARIN"**

*widely used
natural, oral
estrogen*

AYERST LABORATORIES
New York, N. Y. • Montreal, Canada

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Relieves vasospasm—increases walking distance

DEPROPANEX[®]

DEPROTEINATED PANCREATIC EXTRACT

Hampering restrictions are imposed on the patient by intermittent claudication due to occlusive arterial disease. With DEPROPANEX, you may increase his walking tolerance 3-fold—and often return him to gainful employment. The action of DEPROPANEX is physiologic; it relieves pain by relaxing smooth muscle spasm. Non-narcotic and non-toxic.



MERCK SHARP & DOHME

DIVISION OF MERCK & CO., INC., PHILADELPHIA 1, PA.

for those with

PARKINSONISM

Smoother activity

and

brighter expression

with **'KEMADRIN'^{®*}**

- reduces rigidity and tremor.
- seldom causes dryness of the mouth,
blurring of vision or excitation.

*'KEMADRIN' brand Procyclidine Hydrochloride
Tablet of 5 mg., scored. Bottles of 100 and 1,000.

Literature available on request.



BURROUGHS WELLCOME & CO. (U. S. A.) INC., Tuckahoe, N. Y

Direct, fast relief of **gas** and pain¹: **Bentyl**

spasm

Relieves the **gas** pain where it hurts: the gut

2 caps t.i.d.

1. Hardin, J. H.; Levy, J. S., and Seager, L.: South. M. J. 47:1190, 1954.

THE WM. S. MERRELL COMPANY • New York • CINCINNATI • St Thomas, Ontario



TRADEMARK: "BENTYL"

Herald Square, N. Y.

Parkchester, Bronx

Jamaica, Queens

White Plains, N. Y.

Flatbush, Brooklyn



MACY'S PRESCRIPTION DEPARTMENT

Macy's is accurate. Our Prescription Department is a modern, sanitary laboratory, staffed by competent pharmacists. All of our completed prescriptions are carefully checked by supervising pharmacists. Our stock of ingredients is wide and reliable; it includes not only standard drugs, but also new and scarce products. And our prices are low.

No wonder so many physicians prefer Macy's Prescription Department.

available on prescription only

Anti-asthmatic **Quadrinal tablets**

QUADRINAL TABLETS CONTAIN FOUR
DRUGS, EACH SELECTED FOR ITS
PARTICULAR EFFECT IN CHRONIC
ASTHMA AND RELATED ALLERGIC
RESPIRATORY CONDITIONS.

R $\frac{1}{2}$ or 1 Quadrinal Tablet every
3 or 4 hours, not more than
three tablets a day.

Each Quadrinal Tablet contains ephedrine hydrochloride $\frac{3}{8}$ gr. (24 mg.), phenobarbital $\frac{3}{8}$ gr. (24 mg.), Phyllicin (theophylline-calcium salicylate) 2 gr. (120 mg.), and potassium iodide 5 gr. (0.3 Gm.)

Quadrinal Tablets are marketed in bottles of 100, 500 and 1000.

Quadrinal, Phyllicin. Trademarks E. Bilhuber, Inc.

distributor: BILHUBER-KNOLL CORP., Orange, New Jersey, U. S. A.



brighten the day

for the geriatric patient

Ritalin[®]
hydrochloride
(methylphenidate hydrochloride CIBA)

... **mild antidepressant**, unrelated to amphetamine, brightens outlook and renews vigor—with little or no effect on appetite or blood pressure.

AVERAGE DOSAGE: 10 mg. b.i.d. or t.i.d.

SUPPLIED: *Tablets*,
5 mg. (yellow), 10 mg.
(light blue), 20 mg.
(peach-colored).

C I B A
SUMMIT, N. J.

2/2438MB

**PATIENTS ON
"MEDIATRIC"
CAN EXPECT
A HEALTHIER,
HAPPIER
"SECOND FORTY
YEARS"**

*Steroid-Nutritional Therapy
Provides a
Constructive Approach
in Preventive Geriatrics*

"MEDIATRIC"®

AYERST LABORATORIES
New York, N.Y. • Montreal, Canada

5659

For acidosis due to anesthesia — edema



KALAK
Counter-Acts
ANTI-BIOTIC
REACTIONS

. . . KALAK is a non-laxative, alkaline diuretic buffer — side reactions from aureomycin — terramycin — sulfas — penicillin are reduced through the use of KALAK — KALAK contains only those salts NORMALLY present in plasma. . . IT IS BASIC!

KALAK WATER CO.
of NEW YORK, Inc.
90 West St., New York 6, N. Y.

For acidosis due to nausea — in nephritis

**PROTEIN-BOUND IODINE
TOTAL IODINE**

PAPER ELECTROPHORESIS

CATECHOL-AMINES

STEROID CHEMISTRY

CLINICAL CHEMISTRY

**BOSTON MEDICAL
LABORATORY**

Directors

JOSEPH BENOTTI

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Medical Director

FRANCESCA M. RACIOPPI, M.D.

**19 Bay State Road
Boston 15, Mass.**

KEEnmore 6-0348 — 0533

PROMPT SERVICE



in arthritis, BUFFERIN® because . . .

...in the majority of your arthritic cases BUFFERIN alone can safely and effectively provide adequate therapeutic control without resorting to the more dangerous cortisone-like drugs.

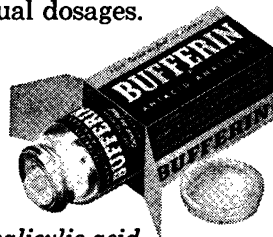
...BUFFERIN is better tolerated by the stomach than aspirin, especially among arthritics where a high dosage, long term salicylate regimen is indicated.

...BUFFERIN provides more rapid and more uniform absorption of salicylate than enteric-coated aspirin.

...even in the relatively few cases where steroids are necessary, use of BUFFERIN will allow proper flexibility for individual dosages.

...BUFFERIN is more economical for the arthritic who requires a long period of medication.

...BUFFERIN contains no sodium, thus massive doses can be safely given without fear of sodium accumulation or edema.



Each sodium-free BUFFERIN tablet contains acetylsalicylic acid 5 grains, and the antacids magnesium carbonate and aluminum glycinate.

Bristol-Myers Company, 19 West 50 Street, New York 20, New York

Sigmamycin*

OLEANDOMYCIN TETRACYCLINE

added certainty
in treatment
of respiratory
infections

new multi-spectrum synergistically strengthened antibiotic formulation

SIGMAMYCIN adds certainty in antibiotic therapy, particularly for the 90% of patients treated at home or in the office where sensitivity testing may not be practical, and provides: a new maximum in therapeutic effectiveness, a new maximum in protection against resistance, a new maximum in safety and toleration.

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1. Carter, C. H., and Maley, M. C.: Antibiotics Annual 1956-1957, New York, Medical Encyclopedia, Inc., 1957, p. 51.

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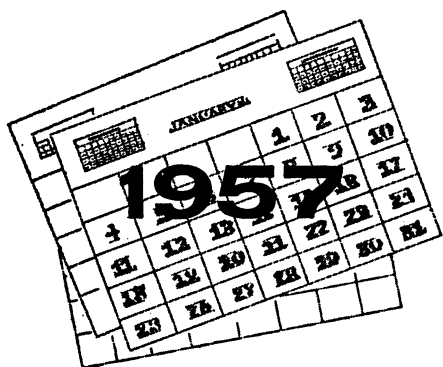
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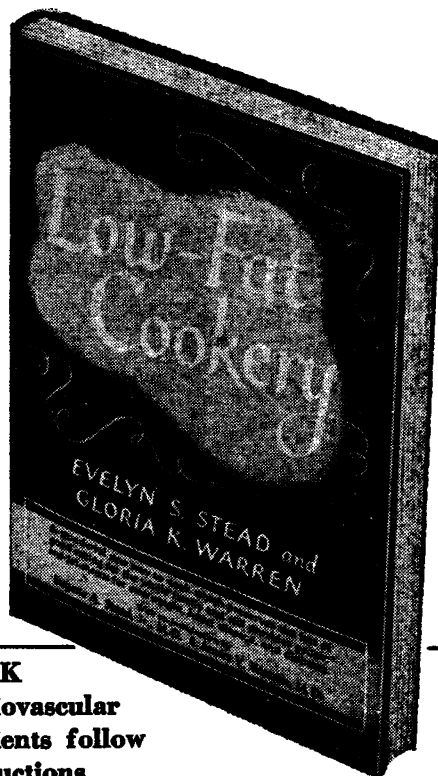
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